

CLAIMS

What is claimed is:

- 5 1. A display system comprising:
- a shelf assembly having at least a first and second side;
- one or more wall mounting assemblies for removeably mounting the shelf assembly to a wall; and
- one or more display object mounting assemblies, each display object mounting assembly
- 10 for removably and rotatably mounting a display object to a first side of the shelf assembly, such that the display object may be rotated about an axis for display purposes and may be removed from the shelf assembly; and
- wherein the shelf assembly enables a person to view at least a majority of the display object from the second side of the shelf assembly.
- 15 2. The display system of claim 1 wherein the shelf assembly comprises a transparent material.
3. The display system of claim 1 wherein the wall mounting assemblies mount the shelf assembly at an acute angle with respect to the wall.
4. The display system of claim 1 wherein the wall mounting assemblies mount the
- 20 shelf assembly parallel to the wall.
5. The display system of claim 1 wherein the display object comprises a model car.
6. The display system of claim 1 wherein the display object comprises a packaging attachment mechanism and wherein the mounting assembly utilizes the packaging attachment

mechanism to secure the display object to a retrofit bracket, the retrofit bracket being rotatably and removably secured to the shelf assembly.

7. The display system of claim 6 wherein the retrofit bracket comprises at least two sides, a first side being secured to the display object and a second side being secured to the shelf
5 assembly.

8. The display system of claim 7 wherein the retrofit bracket enables a person to view at least a majority of the display object's surface through the retrofit bracket.

9. The display system of claim 8 wherein the retrofit bracket comprises a transparent material.

10. A display system comprising:
a transparent shelf assembly having at least a first and second side;
one or more wall mounting assemblies for mounting the shelf assembly to a wall; and
one or more display object mounting assemblies, each display object mounting assembly
for mounting a display object to a first side of the shelf assembly, such that the display object
15 may be rotated about an axis for display purposes and may be removed from the shelf assembly;
and

wherein the shelf assembly enables a person to view at least a majority of the display object from the second side of the shelf assembly.

11. The display system of claim 10 wherein the display object mounting assembly
20 rotatably and removably mounts shelf assembly comprises a transparent material.

12. The display system of claim 10 wherein the wall mounting assemblies mount the shelf assembly at an acute angle with respect to the wall.

13. The display system of claim 10 wherein the wall mounting assemblies mount the shelf assembly parallel to the wall.

14. The display system of claim 10 wherein the display object comprises a model car.

15. The display system of claim 10 wherein the display object comprises a packaging
5 attachment mechanism and wherein the mounting assembly utilizes the packaging attachment mechanism to secure the display object to a retrofit bracket, the retrofit bracket being rotatably and removably secured to the shelf assembly.

16. The display system of claim 15 wherein the retrofit bracket comprises at least two
10 sides, a first side being secured to the display object and a second side being secured to the shelf assembly.

17. The display system of claim 16 wherein the retrofit bracket enables a person to view at least a majority of the display object's surface through the retrofit bracket.

18. The display system of claim 17 wherein the retrofit bracket comprises a transparent material.

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